

**Clerk's Summary And Official Minutes
Mayor's Mental Health Task Force
Public Relations Workgroup
April 20, 2006**

The Public Relations Workgroup of the Miami-Dade County Mayor's Mental Health Task Force (MMHTF) met in the Stephen P. Clark Government Center, Conference Room 29-A 111 N.W. First Street, Miami, Florida at 10:00 a.m. on April 20, 2006, there being present Subcommittee members Mr. Tim Coffey, Assistant Mental Health Project Coordinator, Eleventh Judicial Circuit Criminal Mental Health Project; Assistant County Attorney Valda Clark Christian; Ms. Alina Perez-Sheppe, Administrative Office of the Court; Mr. John Kowal and Deputy Clerk Nelson Diaz.

The following staff members from the Office of the Mayor were present: Ms. Elinette Ruiz Garcia-Navarro, Assistant to the Mayor and Ms. Karen Leonard, Clerk of the Mayor's Office.

I. Welcome and Introductions

In the absence of Judge Steve Leifman, Co-Chair, Ms. Alina Perez-Sheppe called the Public Relations Workgroup meeting to order at 10:10 a.m.

II. CIT and 2-1-1

• Relationship

Ms. Alina Perez-Sheppe noted the Switchboard of Miami and the Children's Trust Foundation had entered into an agreement with the MMHTF Public Relations Workgroup to utilize the 2-1-1 telephone operation.

• Use of 2-1-1 and Goals

Ms. Perez-Sheppe said that it was determined that the 2-1-1 telephone operation would be appropriate for non-emergency mental health related calls and the dispatchers would be capable of identifying a crisis call. She noted the dispatchers would dial 911 when deemed appropriate in emergency cases and would assist in contacting a Crisis Intervention Team (CIT) in the callers area if available. She stated that the 2-1-1 telephone operation's purpose of involvement was to provide consumers and their families with assistance in locating social services resources. In addition, 2-1-1 would provide CIT-related information.

The 2-1-1 telephone operation data base would include information on CIT services and a training session would be provided to the dispatchers on May 16th, Ms. Perez-Sheppe noted.

In response to Mr. John Kowal's inquiry as to whether there was a risk was of violating a caller's rights in regards to the privacy act, Ms. Perez-Sheppe responded that the 2-1-1 dispatchers were trained professionals and would know how to administer assistance in

case of an emergency. She also noted that the 2-1-1 dispatchers would receive the same type of training as correction officers and staff working with the CIT program. She stated the data input was currently in progress on the 2-1-1 system regarding instructions on requesting a CIT officer.

- **Public Relation Efforts Related to 2-1-1**

Ms. Perez-Sheppe noted that the 2-1-1 telephone operation had successfully launched its public relations efforts. She also noted that the administrator's intent for the 2-1-1 telephone operation was to educate the consumer on the availability of 24 hour service focused on children and family social services.

In response to Mr. Coffey's inquiry regarding plans to promote mental health services on the 2-1-1 telephone operation, Ms. Perez-Sheppe said that it was intended that this body develop the plans today. She noted that the administration of the 2-1-1 telephone operation agreed to be involved with the promotional planning for the CIT and mental health services.

III. Criminal Mental Health Project Information on 11th Judicial Circuit Website

Ms. Perez-Sheppe stated that Judge Steve Leifman was addressing the process of including information pertaining to the Criminal Mental Health Project, which includes information on CIT, on the Judicial Circuit website. A report would be given at the next scheduled meeting.

IV. Judge Leifman and Radio Interview: Magda

Ms. Perez-Sheppe said Ms. Magda Orta orchestrated a radio interview for Judge Leifman to make a presentation on the CIT program. All other information pertaining to future radio interviews would be addressed by Ms. Orta at the next meeting, Ms. Perez-Sheppe noted.

In connection with comments made by Mr. Kowal, Mr. Tim Coffey said that there were several published articles addressing the stigma issues involved with mental health.

Mr. Coffey recommended that public announcements be presented by the consumer and family members of mentally ill clients to captivate the public's attention. He noted the importance of public awareness of assistance available to the mentally ill.

V. CNN Headline News Comcast Newsmaker Segment

Ms. Perez-Sheppe discussed the concept of the CNN newsmaker segment which addressed issues solely pertaining to South Florida. She also noted that Judge Leifman was scheduled for a six minute segment on the CNN Headline News Comcast on May 5th to present the CIT program and the proposed mental health jail facility.

In response to Ms. Perez-Sheppe asking the workgroup members to convey their vision of public relations that would be addressed during the segment, Mr. Coffey noted the importance of precise communication from the caller to the dispatcher of the conditions and reason for the call would affect the accuracy of how the case was handled. He also emphasized that providing sufficient information concerning type of medication, the level of aggressiveness, and/or any weapons involved, would be advantageous to the responding officer.

Mr. Tim Coffey recommended that a brief summary of the information regarding the Mayor's Mental Health Task Force objectives be presented during the broadcast.

VI. Website

Ms. Perez-Sheppe spoke of the efforts made to develop a CIT website, and the need to determine who would create and host the website. She commented that the workgroup members should determine what resources would be used to create and maintain the website.

Assistant County Attorney Valda Clark Christian stated that a budgetary appropriation allowing an opportunity to use county funds on the county website may be an option; however an independent contract would ensure the longevity of the project.

Mr. Coffey recommended that the management of the website project be administered by the law enforcement community. He suggested the Dade County Sheriffs Association or other law enforcement organization be approached in this regard.

Mr. Kowal suggested that the Chief of the North Miami Beach Police Department and Major Kathy Katerman, Miami-Dade County Chief of Police be contacted regarding the website project.

Mr. Coffey recommended that Miami-Dade County schools be asked to use the web design project as a school contest.

Ms. Elinette Ruiz Garcia-Navarro recommended the web design become a school term project for college students.

VII. Utility Bill Inserts

Ms. Perez-Sheppe stated that there had been no progress regarding the placing of inserts on CIT services, in utility bills.

Ms. Elinette Ruiz Garcia-Navarro said she could contact the Water and Sewer Department to see whether the CIT information could be included in its billing insert.

Ms. Perez-Sheppe stated that an application was made to include CIT information in the emergency section of the yellow/blue/white pages of Bell South's telephone directory. Status update will be provided at the next meeting.

VIII. Comcast PSA

It was noted by Ms. Perez-Sheppe that Comcast PSA had commitments with other government agencies and was unable to be of assistance; however, they provided referral information to other local networks.

Discussion ensued among the workgroup members regarding utilization of the Miami-Dade County Network Cable channel and other local, low budget networks that would provide a mini broadcast of information concerning CIT services.

IX. PR Efforts & Next Steps

Mr. Coffey suggested the workgroup follow-up with the County regarding other websites that could provide a segment on their website for CIT information to be displayed. Mr. Coffey emphasized that time was limited and suggested publishing CIT information in the Miami Herald.

Ms. Perez-Sheppe said she had requested the Miami Herald, which had published an article on the 2-1-1 telephone operation, to publish a follow-up story informing consumers of the CIT relationship to the 2-1-1 telephone operation.

Ms. Perez-Sheppe requested that the committee members forward any other suggestions to her via e-mail at alperez@jud11flcourts.org.

X. Next Meeting

The workgroup decided that its next meeting would be announced at a later date.

There being no further business to come before the Public Relations Workgroup, the meeting was adjourned at 11:05 a.m.